

## Message Text

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PAGE 01 GUATEM 03004 222223Z

ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 W

-----081973 230534Z /23

R 222118Z MAY 78

FM AMEMBASSY GUATEMALA

TO SECSTATE WASHDC 0341

INFO AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

AMEMBASSY MANAGUA

AMEMBASSY SAN JOSE

AMEMBASSY MEXICO

UNCLAS GUATEMALA 3004

E.O. 11652: N/A

TAGS: BEXP GT

SUBJ: FY 1980 PROMOTION EVENT SCHEDULE

REF: STATE 123972

1. EMBASSY SUPPORTS CATALOG SHOW ON BUILDING AND CONSTRUCTION SUPPLIES AND EQUIPMENT IN JULY 1980. WE ASSUME THIS IS SAME EVENT PREVIOUSLY MENTIONED AS POSSIBILITY FOR MAY 1979.

2. WE ARE NOT VERY ENTHUSIASTIC ABOUT AGRICULTURAL MACHINERY AND EQUIPMENT IN SEPTEMBER 1980. WE ARE ABOUT TO HOLD SIMILAR EVENT HERE AND ALTHOUGH THERE WOULD BE TWO YEAR GAP, WE BELIEVE THAT IT WOULD MAKE MORE SENSE TO PROMOTE DIFFERENT THEME IN VIEW OF THE LIMITED NUMBER OF PROMOTIONS AVAILABLE TO US. WE WOULD PREFER BEING INCLUDED IN HEALTH CARE EQUIPMENT CATALOG SHOW (WHICH WE HAVE NEVER HAD) AND WHICH WAS RATED NUMBER 2 IN OUR FY 1980 BEST PROSPECTS.

3. GUATEMALA'S BIENNIAL TRADE FAIR INTERFER '79, IS SCHEDULED FOR OCTOBER 31-NOVEMBER 13, 1979 AND WE HAVE JUST RECEIVED FOREIGN MINISTRY NOTE URGING US TO PARTICIPATE.

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GUATEMALA A-125 OF DECEMBER 14, 1977 DISCUSSED EMBASSY'S INTENTION TO RECOMMEND OFFICIAL US PARTICIPATION IN INTERFER '79 IF IT APPEARS THAT IT WILL BE AS WELL ORGANIZED AS INTERFER '77. POST INITIATED AND FINANCED US PAVILION AT INTERFER '77 WAS VERY SUCCESSFUL AND MANY LOCAL IMPORTERS OF US PRODUCTS EXPRESSED INTEREST IN BIGGER US PAVILION AT INTERFER '79. PRINCIPAL UNCERTAINTY NOW IS SITE FOR INTERFER

'79. WE RECOMMEND THAT COMMERCE SUPPORTED US PAVILION AT  
INTERFER '79 BE MADE OPTION NOW FOR PROMOTION IN FY 80.  
SITUATION SHOULD CLARIFY ITSELF ENOUGH WITHIN NEXT SEVERAL  
MONTHS FOR US TO MAKE FINAL RECOMMENDATION ON US PARTICIPATION.  
ANDREWS

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NNN

## Message Attributes

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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014